

- a. creating or obtaining a set of fragrance notes sufficient for a perfumer to identify and distinguish between fragrances on the basis of preparation and composition thereof;
- b. identifying a set of reference fragrances corresponding to the fragrance notes;
- c. conducting interviews of consumers whereby rational, stereotype and personality descriptors of the reference fragrances are elicited and descriptors which the interviews indicate are insufficient as bases to distinguish between reference fragrances are eliminated;
- d. eliciting from consumers evaluations of the extent to which the non-eliminated descriptors are attributable to reference fragrances;
- e. calculating a discrimination index of the evaluated descriptors whereby descriptors, which provide the most discrimination between reference fragrances and which systematically account for the greatest amount of behavioral variance over 70% among the interviewed consumers, are identified as attributes;
- f. eliciting from consumers evaluations of the extent to which attributes are attributable to reference fragrances;
- g. creating a perceptual map wherein points representing attributes are plotted with respect to the ability of the respective attributes to provide a basis for consumers to distinguish one reference fragrance from other reference fragrances and points representing reference fragrances are plotted with respect to the attribute evaluations associated with each respective reference fragrance;

- h. eliciting from consumers evaluation of the degree of preference for a reference fragrance as associated with a use;
 - i. eliciting from consumers evaluations of the extent to which attributes are attributable to given fragrances;
 - j. performing an independence factor analysis of the attributes in order to form clusters of related attributes;
 - k. plotting points on the perceptual map created in step h representing the given fragrances which points are plotted with respect to the attribute evaluations associated with each given fragrance respectively;
 - l. eliciting from consumers evaluations of the degree of preference for a given fragrance as associated with a given use;
 - m. calculating a relative preference for each given fragrance as associated with a given use which corresponds to the proportion which the preference evaluation for each given fragrance bears to the sum of preference evaluations for all given fragrances;
 - n. measuring the change in the relative preference for each given fragrance which results from a given change for all consumers in an attribute evaluation for a given fragrance which resulting change is reflected by the resultant relocation of the point representing the given fragrance on the perceptual map and is measured by the Euclidean distances of that point from the points representing the reference fragrances on the perceptual map.
14. A method according to claim 13 wherein the attributes achieve a level of behavioral variance of about 90% or greater.

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